



# CITY OF SANTA BARBARA

## COUNCIL AGENDA REPORT

**AGENDA DATE:** March 14, 2006

**TO:** Mayor and Councilmembers

**FROM:** Creeks Division, Parks and Recreation Department

**SUBJECT:** Purchase Order With Clear Channel Communications To Broadcast Clean Creek Messages

### RECOMMENDATION:

That Council approve and authorize the General Services Manager to issue a change order in the amount of \$19,548 to Purchase Order No. 371603 with Clear Channel Communications to continue a public awareness campaign on water pollution prevention.

### DISCUSSION:

Broadcasting water pollution prevention Public Service Announcements (PSAs) on the radio is an integral component of the Creeks Division's Public Education Program, which includes a coordinated media campaign of television and radio PSAs and print and bus advertisements. The goal is to increase public awareness of the sources of creek and beach pollution, and to promote behavior that reduces water pollution. Over the past two years, the Creeks Division has developed and aired bilingual television and radio PSAs on Cox cable stations, Univision, and various radio stations.

The Creeks Division recently completed 5 months of radio messages focusing on topics including pet waste, pollution prevention, and the concept that urban runoff flows to storm drains and then to creeks and the ocean, untreated. In 2006, messages will raise awareness about leaky cars, oil, pet waste, trash, and the concept that pollutants from our neighborhoods end up in our ocean. The Creeks Division has received permission from the City of San Diego and Orange County to borrow concepts from existing radio PSAs that illustrate the connection between storm drains and beaches, and how specific pollutants enter our waterways. Working with City TV, the Creeks Division recently recorded "Fowl Water," a PSA for radio based on a television PSA which will begin running on Cox stations in mid-February 2006.

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REVIEWED BY: \_\_\_\_\_ Finance \_\_\_\_\_ Attorney

Agenda Item No. _____
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The Creeks Division advertised water pollution prevention messages with Clear Channel Communications in 2005-2006 for a total of \$16,000. The purpose of the change order is to continue advertising clean water messages on English and Spanish radio. These messages will be broadcast on 5 stations operated by Clear Channel Communications. These include English radio stations KIST, KDB, and KSBL and Spanish radio stations KBKO and KSPE. These stations reach a range of target audiences including women/adults 25-54 and Hispanics in Santa Barbara. It is estimated that the radio messages will reach approximately 43,700 listeners on a monthly basis.

**BUDGET/FINANCIAL INFORMATION:**

The total cost of the change order with Clear Channel Communications is \$19,548. Combined with the initial purchase order of \$16,000, the total purchase order with Clear Channel Communications would be \$35,548. The purchase order will provide funding for Clear Channel Communications to broadcast approximately 188 clean water messages per month from April through December 2006 on 5 stations in English and Spanish. Funds for this purchase order are available in the Creeks Division Fiscal Year 2006 Operating Budget.

**PREPARED BY:** Jill E. Zachary, Creeks Restoration/Clean Water Manager/js

**SUBMITTED BY:** Nancy L. Rapp, Parks and Recreation Director

**APPROVED BY:** City Administrator's Office